

WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28216-2700

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

Contract # 335889

Schedule Dates 10/16/12-10/20/12
Advertiser Pol/Iss/NC Citizens 4 Progress (16868)
Agency Shorr & Associates (2909)
Product Political - Issue (1068)
Brand NC CITIZENS PROGRESS (136194)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name DETTORRE, MICHAEL
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments NC CITIZENS PROGRESS
***** THIS IS A CASH IN ADVANCE SCHEDULE ***** NC CITIZENS FOR PROGRESS

Date Entered 10/05/12
Last Modified 10/05/12
Entered By Jill Hipskind
CO-OP NO
Headline # 06364449
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$9,225.00
Net Total \$52,275.00
Sales Tax

Charlotte (WSOC)
By Broadcast Month
Oct. 2012
Spots 34
Rate \$61,500.00
Grand Total: 34 \$61,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/16/12-10/19/12	2	:30	7A- 8A (EST)	1		1	1	1	1			4	\$2,000.00	\$8,000.00	Charlotte (WSOC)	1X MAY/DAY	10/5/12
2.0	Normal Line / Spot	10/16/12-10/19/12	2	:30	6:30A- 7A (EST)	1		1	1	1	1			4	\$2,000.00	\$8,000.00	Charlotte (WSOC)	1X MAY/DAY	10/5/12
3.0	Normal Line / Spot	10/16/12-10/19/12	2	:30	8A- 9A (EST)	1		1	1	1	1			4	\$2,000.00	\$8,000.00	Charlotte (WSOC)	1X MAY/DAY	10/5/12
4.0	Normal Line / Spot	10/16/12-10/19/12	2	:30	12P- 1P (EST)	1		1	1	1	1			4	\$800.00	\$3,200.00	Charlotte (WSOC)	1X MAY/DAY	10/5/12
5.0	Normal Line / Spot	10/16/12-10/19/12	4	:30	4P- 5P (EST)	1		1	1	1	1			4	\$3,400.00	\$12,000.00	Charlotte (WSOC)	1X MAY/DAY	10/5/12
6.0	Normal Line / Spot	10/16/12-10/19/12	2	:30	6A- 6:30P (EST)	1		1	1	1	1			4	\$3,000.00	\$12,000.00	Charlotte (WSOC)	1X MAY/DAY	10/5/12
7.0	Normal Line / Spot	10/16/12-10/19/12	2	:30	7P- 7:30P (EST)	1		1	1	1	1			4	\$3,000.00	\$12,000.00	Charlotte (WSOC)	1X MAY/DAY	10/5/12
8.0	Normal Line / Spot	10/16/12-10/19/12	2	:30	11:35P- 12:05A (EST)	1		1	1	1	1			3	\$1,200.00	\$3,600.00	Charlotte (WSOC)	1X MAY/DAY	10/5/12
9.0	Normal Line / Spot	10/20/12-10/20/12	2	:30	7A- 8A (EST)	1						1		1	\$900.00	\$900.00	Charlotte (WSOC)	1X MAY/DAY	10/5/12
10.0	Normal Line / Spot	10/20/12-10/20/12	2	:30	8A- 9A (EST)	1						1		1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	1X MAY/DAY	10/5/12
11.0	Normal Line / Spot	10/19/12-10/19/12	2	:30	12:55A- 12:35A (EST)	1						1		1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	1X MAY/DAY	10/5/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____
Accepted-Station: _____ Date: _____
Comments: _____

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.

OCT4/12 18.21

REP. #	OFF. #	220	SALESMAN #
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BUYER NAME MICHAEL D'ETTORRE

SALES PRSN PH- NICK WELTE

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ICE)

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	OCT4/12	18.21
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P BILLING N

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
NC CITIZENS FOR PROGRESS

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			700A-800A	30		\$2,000.00	10/16	10/19	4		TU-F	4
PROGRAM : GMA												
CON COM1 : 1X MAX/DAY												
2			630A-700A	30		\$2,000.00	10/16	10/19	4		TU-F	4
PROGRAM : NEWS												
CON COM1 : 1X MAX/DAY												
3			800A-900A	30		\$2,000.00	10/16	10/19	4		TU-F	4
PROGRAM : GMA												
CON COM1 : 1X MAX/DAY												
4			1200N-100P	30		\$800.00	10/16	10/19	4		TU-F	4
PROGRAM : NEWS												
CON COM1 : 1X MAX/DAY												

REP HEADLINE# 6364449
 *** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT4/12 18.21
 *** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
5			400P-500P PROGRAM : DR OZ CON COM1: 1X MAX/DAY	30		\$850.00	10/16	10/19	4		TU-F	4
6			600P-630P PROGRAM : NEWS CON COM1: 1X MAX/DAY	30		\$3,000.00	10/16	10/19	4		TU-F	4
7			700P-730P PROGRAM : INSIDE EDITION CON COM1: 1X MAX/DAY	30		\$3,000.00	10/16	10/19	4		TU-F	4
8			1135P-1205A PROGRAM : NIGHTLINE CON COM1: 1X MAX/DAY	30		\$1,200.00	10/16	10/19	4		TU-F	4
9			700A-800A PROGRAM : NEWS	30		\$900.00	10/20	10/20	1		SAT	1
10			800A-900A PROGRAM : GMA SAT	30		\$1,200.00	10/20	10/20	1		SAT	1
OCT/12			61500.00									
CONTRACT TOTAL 61500.00												
TOTAL SPOTS 34												

MARKET TOTALS \$153,750 WSOC 40% WBTV 30% WCNC 24% WCCB 3% WJZY 1% WMYT 0% WAXN 2%
 CABL 0%

SVC- NSI
 DEMOS- RA35+*